



City of Edinburgh Council

Leith Connections: Qualitative research (Wave 2) to explore views of parents, those with accessibility needs and socially disadvantaged

May 2024



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Background & objectives

In March 2021 City of Edinburgh Council (CEC) launched its City Mobility Plan (CMP) with the objective of developing the city's transport system to make it safer, more inclusive and more sustainable. The CMP is a key element of the Council's commitment to achieve net zero by 2030.

One of the core elements of the plan is to 'reduce car dependency, promote active travel and increase the quality of public spaces'. Low Traffic Neighbourhood (LTN) schemes were proposed as part of the strategy to deliver on this objective and Leith was identified as an appropriate area to pilot these proposals.

Measures were introduced in Leith in Spring 2023 to reduce traffic and improve pedestrian crossings and community spaces (some were on a trial basis). Future plans include an active travel corridor and segregated cycling infrastructure.



The impact of the development plans for Leith is being measured and monitored in a variety of ways, including surveys with Leith residents, businesses and users of local shops and businesses. CEC also commissioned Progressive to conduct qualitative research to complement the findings from the quantitative surveys.

The study includes three waves of qualitative research, aiming to:

- explore people's awareness of the project and its aims and objectives
- understand views of local streets before and after LTN measures have been introduced
- provide feedback on what people would change about the measures introduced.

This report outlines findings from the second wave of research conducted in May 2024.

Method and sample

- In both of the first two waves of research, three focus group discussions were conducted online using the Zoom platform.
- The research was conducted with the following target audiences:

Target audience	W1	W2
Group 1: Parents Children in P5-S1 attending schools within the LTN area	4	8
Group 2: Accessibility needs Live in/near the LTN area, if not living within the area visited at least a couple of times a month. Included a mix of needs, e.g., wheelchair, need assistance walking, etc.	9	8
Group 3: Socially disadvantaged Live in LTN area, in the lowest 20% SIMD postcodes and/or DE socio-economic group	5	6
Total no. respondents	18	22

- Respondents were recruited using Progressive’s qualitative recruiters in the target locations, via social media and through schools/community groups.
- Wave 1 fieldwork took place between 21st February and 6th March 2023 and Wave 2 fieldwork took place between 9th and 14th May 2024.
- Please note that, due to the small sample sizes involved and the methods of respondent selection, qualitative research findings do not provide statistically robust data. However, this type of research does facilitate valid and extremely valuable consumer insight and understanding.

Life in Leith



Life in Leith

- Reflecting a similar profile of respondents in Wave 1, the Wave 2 sample included a mix of born and bred Leithers, people who had lived in the area for many years, and relative newcomers who had more recently moved in.
- When asked to describe what it is like to live in Leith, very similar positive views were expressed.
 - Community spirit and a diverse mix of local residents
 - Good transport links
 - Walking distance to city centre
 - Close to beach/sea and good public parks (e.g. Leith Links, community garden)
 - Everything you need is in the local area – shops, services, cafes, restaurants and bars
 - Don't need to have a car to reach local amenities.
- Respondents also noted that the area has changed beyond recognition compared to when they were younger, mentioning the regeneration of Shore area and saying it is generally a much nicer place to live, although this does mean that Leith is much busier than it used to be.
- The introduction of the tram service was seen as a positive this wave – most people now see the benefits that the tram link has brought to Leith, whereas in Wave 1 most were concerned about the disruption being caused by the installation of tram infrastructure.

If you needed to shop, if you wanted to go out, literally everything you need is within walking distance, which has made a difference for me. I definitely use my car a lot less [than when lived elsewhere] and I use a lot less petrol because everything's literally there.

Female, socially disadvantaged

The people. So friendly. For me, I feel like I've just moved there but I've got to meet a lot of people ... Everyone is quite open and friendly, so I think that's about one thing that I really do like about there.

Female, parent

I think down at The Shore especially, it's all the café culture ... it's quite vibrant.

Female, accessibility needs

Life in Leith

- Some of the key negatives of living in Leith mentioned in Wave 1 remain unchanged:
 - Traffic congestion – particularly on main roads
 - Very busy with people
 - Some mentioned anti-social behaviour – especially amongst around Kirkgate
- Concerns that were also mentioned in Wave 2 included:
 - Traffic problems getting worse due to the recently introduced road closures
 - The amount of roadworks in the area
 - Increasing new housing developments and student flats that are not felt to be supported by infrastructure, services, etc.
 - Increased presence of facilities for drug addicts and homeless people making the area feel less safe
 - Lack of green spaces, apart from Leith Links.

I've got nothing against building houses to help the people who are homeless ... but drug addicts back into Leith, bringing a lot of crime... And I find that quite worrying, because Leith has never been a place like that.

Male, accessibility needs

Always full of roadworks. Constantly. Especially with the trams and everything like that, traffic. For the last few years, it's been an absolute nightmare. It's dreadful.

Male, parent

... as a pedestrian and as someone that lives there, making the streets one-way and stuff has definitely made traffic flow in other areas a lot busier. So, where I live ... it's constant traffic there, even really late at night.

Female, socially disadvantaged

Life in Leith

- transport

- Similar to Wave 1, most respondents reported that they usually walk to shops and services in Leith.
- This is even more prevalent now as road closures mean that residents have to drive the long way round via very congested roads. Parking restrictions have also led to some people walking more. Some parents, in particular, reported that they are walking their children to school more often than they used to.
- Reflecting the Wave 1 findings, lower SIMD respondents mostly did not have cars and, therefore, walk or use public transport. Some mentioned having got rid of their car because it was not needed to live in the area.
- Public transport to and within Leith is considered excellent, with many now using the new tram link to the city centre.
- Although many also travel by bus, it was again mentioned that congestion in and around Leith means that walking can be quicker.
- Only a minority mentioned cycling as a way to get around Leith. These respondents have seen an improvement in cycle pathways within Leith and connecting to other parts of Edinburgh, however, cycling can be challenging due to the large number of pedestrians about.
- One cyclist was also particularly concerned about the recently introduced cycle way going against traffic on one-way streets, which she considered dangerous.

I think the trams have made an absolute difference. It's a proper game-changer down Leith, especially for me. There was two, three, four years of pain with all the roads getting dug up and all that, but I think we're finally starting to see the benefits and reap the rewards.

Male, socially disadvantaged

I think the public transport is fantastic, it's just the traffic. The bus routes would help, but the traffic is horrendous. But public transport, I think, is good. There's load of bus routes and loads of buses that come, that'll take you to different parts of the city.

Female, parent

Even as a cyclist it's not great. If you're going down a street and you're heading into traffic... the road is so tight that you are heading straight into traffic that's in the middle of the road coming the other way and you can't get past. It's scary.

Female, socially disadvantaged

Life in Leith

- transport

- For respondents with mobility issues, getting around Leith can still be very challenging.
- Some mentioned the uneven pavements making it difficult for mobility scooters, etc., as well as roadworks and general obstacles (e.g. bins) on pavements.
- It's also more difficult to park nowadays, which means people can feel anxious about going out in their car.
- None of the respondents with mobility issues mentioned spontaneously that they had noticed improvements in pavements etc. in the last year.

I thought the potholes in the road were bad, but the pavements are shocking. Even like if there's bins out or people put rubbish out, you can't get past with a chair or a scooter or even your crutches. And it's terrible, it really is. They're uneven, and it's not safe. It puts you off going out, it really does.

Male, accessibility needs

I feel quite isolated at times, because I can't get my car parked near my flat. Maybe that's a good thing for the environment, but for me, personally, it's not a good thing because I'm stuck in the house more, more reliant on other people, where I could be more independent.

Female, accessibility needs

Awareness and opinions of Leith Connections



Leith Connections – general awareness and opinions of the measures implemented

- Whilst most had noticed changes in traffic management, public spaces etc., there was low awareness of the name 'Leith Connections' and the fact that it is an integrated project across Leith.
- Those with awareness said that they had seen posters or lamppost wraps when out and about in Leith – but usually some time ago.
- Respondents were then shown a series of visuals of the measures implemented (see appendix) and asked whether they were aware of them.
- Most respondents were aware of at least some of the new traffic and public realm measures – awareness of individual measures varied depending on where in Leith respondents lived.
- Overall views on the measures were mixed. Most supported the environmental aspirations behind the scheme, but questioned whether the measures implemented would have the desired effect.
- There was also general support for the ambition to make Leith a more pleasant place to live and visit by reducing traffic and creating more community spaces. However, again there were concerns that the measures implemented so far have not achieved these goals.
- These attitudes reflect the Wave 1 findings, when residents were cautiously positive about the proposals, hoping they would lead to a safer environment and more efficient public transport. The key concerns at Wave 1 were that traffic congestion would be displaced to main roads, parking would be reduced and, for those with mobility issues, not being able to use their car.

Yeah, I've seen signs. I've seen they're doing widening pavements or cycle lanes. I've seen things about, 'This is Edinburgh Council in connection with Leith Connections.' I think Phase Three's coming.

Male, socially disadvantaged

To make Leith a nice place, effectively. It's adding in cycle lanes, it's putting in little plant-pot things. Some of it's good. Some of it's going to involve having to close roads and more roadworks and things like that.

Male, parent

For me, it's definitely made a difference. It's made a difference to the traffic, but it's also made a massive difference to the amount of foot traffic as well. So, it's like you don't hear as much traffic down my way, but you definitely hear a lot more people.

Female, socially disadvantaged

Leith Connections – general awareness and opinions of the measures implemented

- Some saw the measures introduced to date as generally positive
 - Reducing traffic on some roads and making traffic flow better, including trams
 - Making the area more pleasant for walking and encouraging people to walk more
 - Safer for children walking to school and around schools
- The socially disadvantaged group were the most positive about the measures – but it should be noted that most in this group did not have a car.
- The key concern about the traffic measures was the fact that congestion is now much worse on main roads – i.e. that traffic problems have just been displaced.
- Many also mentioned short distance journeys now take a long time due to having to take the long way round, difficulties joining main thoroughfares from side streets and traffic congestion.
- This leads them to question the environmental benefit of the measures – residents who want to use their car have to drive longer distances and congestion means they are sitting in idling traffic – all leading to a perception that pollution could be worse.

It's just diverting the problem somewhere else. Instead of here, it's going there, and everyone now goes that way, so it's now overly choked, if everyone has to use the same route. So, it's just diverting the problem somewhere else, basically.

Female, parent

But in terms of the transport, sometimes if you're just driving A to B round about Leith, you're quicker walking. So, I think that's the point, they've encouraged people to get out and walk, especially if you're living locally... So, maybe that was the point, just to encourage people to get out and walk more and walk locally, which I do.

Male, socially disadvantaged

As a car user it's awful, but as someone that just lives there, for convenience it is actually really good. Take away the noise and stuff, it is actually really good.

Male, socially disadvantaged

Views of measures implemented



Views of measures – changes to roads and streets

- The socially disadvantaged group were the most positive about the changes and the accessibility needs group were the least. Parents views were mixed as they saw both advantages (children walking more) and disadvantages (traffic congestion) to the scheme.
- Many respondents in the socially disadvantaged group did not drive and were therefore more aware of the benefits for pedestrians and less aware of the impact on drivers.
- Some parents reported that they walk their children to school more often now, as it's quicker than taking the car.
- It was also noted that it's safer around schools in Leith with less traffic about.
- Traffic seems to flow better in some parts of Leith – and because there is more space for trams, they are less likely to be delayed by traffic or people parking on tramlines.

I get why they've done it, and it took a while to get used to it. The roads, I could do it in say two minutes, it's now taking me four minutes. But now I don't really think about it anymore... I said to my partner that they've made it more cosmopolitan, almost.

Male, socially disadvantaged

I'd probably say I'm slightly fitter than what I was, because I am doing more walking. And I feel like it's probably good for my daughter's health, just being outside a bit more, walking to school. It might not be much, but it's something that we weren't doing before, so yeah.

Male, parent

It's definitely safer for the kids because there's not that fear of cars going through those roads anymore. You know how kids are? Usually, they're going to school and they're playing on the streets. It's safer for them, but very annoying for others.

Female, parent

My friend, she started sending her children to the school by themselves because of these changes, because she lives near to that street that just became closed and now there's no cars there. So, her kids can cross easily.

Female, parent

Views of measures – changes to roads and streets

- The main concern was displacement of traffic to surrounding routes – and the congestion that this is causing.
- People who drive are frustrated by road closures, especially if they live close to the streets affected.
- As well as having to take a long detour to make what used to be a short journey, they are witnessing the frustration and anger of other drivers when they come up against the closures – e.g. rapid three-point turns, speeding off back down the road, horns, shouting, etc. These behaviours are leading to increased noise disruption and some safety concerns.
- Many were concerned about access to streets for emergency vehicles, i.e. how do they get past planters in an emergency?
- Those with mobility needs find it difficult to make journeys to nearby shops, e.g. Aldi on other side of Sandport Bridge.
- Some respondents in other groups also said they shop less often within Leith as they need their car to carry shopping – prefer to go somewhere else more accessible and with parking.

Some of these measures actually make life more dangerous... it makes drivers more impatient and driving into faster traffic. There are benefits – I think the bus gates are a good idea – but I think not all these elements work.

Male, parent

I think I would probably say lots more beeping of horns when the traffic was all backed-up and stuff ... my friend lives in the middle of Leith, and the noise there sometimes is just mad, when I think about how noisy it can be sat in her living room.

Female, socially disadvantaged

Views of measures – changes to roads and streets

- There was also some concern from the accessibility needs group that crime may increase in the closed off streets, as they are quieter now. More opportunity for vandalism and also an escape route for people behaving anti-socially.
- One respondent who cycles was especially concerned about the cycling contraflow on Water Street – where she felt that the road was too narrow to accommodate cyclists and traffic going in opposite directions.

If someone doesn't yield, there's an accident waiting to happen. From my flat I hear people shouting, beeping, swearing because they think cyclists are going the wrong way down the street. It's mayhem!

Female, socially disadvantaged

I've never had this problem for 30 years – people sitting in my doorway injecting themselves, because they know there's no one around here to watch them... Or cyclists come flying down, they use that as an escape route now if they've done something wrong, because they know a police car can't go up that road.

Male, accessibility needs

I think walking home late at night along these areas, when there was always passing traffic, you felt a bit safer.

Female, accessibility needs

Views of measures – community spaces

- There was a mixed response to the new community spaces – most liked the idea of more community spaces in Leith, however, there was concern about the positioning of the spaces and the quality of the installations.
- Many respondents liked the concept of community spaces to provide somewhere for people to rest, meet friends and spend time outdoors. The pedestrian areas around these spaces can also give Leith a cosmopolitan feel.
- Respondents liked the spaces situated nearby pubs/cafes where people congregate anyway, and you can buy a coffee or a drink and sit in the space, e.g. Burgess Street. However, they felt that if these spaces are placed somewhere where people would not normally gather, they are less likely to be used, e.g. Sandport Bridge.
- Similar to Wave 1, concerns were raised around maintenance to ensure the spaces remain attractive. Some respondents reported that planters had already been vandalised.
- For others, the quality and aesthetic appeal of the installations were questioned – especially metal planters.

Sometimes I've felt, at the weekend, it feels like you're, not abroad but down at The Shore you feel like, 'I'm on holiday here, the sun's out and I'm having a beer in the sun and there's no cars.' It's nice. So, I can see why they've done it, and it feels more like a city break type of area.

Female, socially disadvantaged

If there's a place where folk are going to congregate and that... But just to simply put a few planters and a seat on a bridge and suddenly expect that to be the community hub, it just defies logic to me.

Male, accessibility needs

I think they could be better-looking, maybe. It doesn't look like it's meant to be there. Maybe apart from the ones in the bluey tubs? But the rest of them, aye, they're not the best-looking things.

Male, socially disadvantaged

Views of measures – community spaces

- Some respondents were also concerned about the possibility of the community spaces attracting anti-social behaviour, which was also a concern for respondents in Wave 1. However, few were able to say that they had actually witnessed such problems so far.
- When viewed from above, the artwork at John's Place looks attractive and the significance to Leith is clear. However, at ground level, most people thought it was marked out as a children's play area and questioned why it wasn't something specifically about Leith as a community.
- Given this perception, some respondents felt it inappropriate that a children's play area has been created next to a road, when Leith Links, which would be safer for children, is immediately adjacent.
- Only a small number of respondents had used the community spaces.

Antisocial behaviour will increase with some of this, so I think, while the premise is a good idea, I don't think it's being probably used for the premise it was designed for. A lot of jobs will be hanging around there at night-time.

Male, accessibility needs

I think the planters, one, they're not going to be looked after, and two, it's going to be something for people that have been drinking their carry-outs, to chuck in their empty cans and bottles.

Female, accessibility needs

If the art had a connection to Leith or a Leith story or a Leith story, rather than just random, I think that would be better.

Female, parent

Views of measures – pavement adaptations

- Although the accessibility needs focus group welcomed any measures that improve access and mobility, such as the dropped kerbs and pavement build outs, they were concerned that such measures were pointless unless pavements themselves were smooth and free from obstacles.
- They noted in the visuals shown that they would have to negotiate uneven pavements and narrow streets before they could reach the crossings where the build outs and dropped kerbs had been installed.

It's all very well having a bit there for visually impaired people but look at the state of the path behind it. That's a trip hazard.

Female, accessibility needs

How safe are they? You go with one of these lightweight wheelchairs – see the last picture – it's on a bit of a camber and anyone with a wheelchair could easily topple over.

Male, accessibility needs

Views of measures - Salamander Place/Links Gardens Junction

- Awareness and opinions of the impact of the change to traffic management at the Salamander Place/Links Gardens junction was very dependent on the frequency of walking/driving on this street – therefore, feedback was more limited.
- For drivers, the requirement to turn right onto Salamander Place was an unwelcome inconvenience.
- Some respondents questioned why it was needed, given buses don't use the route going straight up Links Place.
- People who walk in the area said it was a bit easier to cross the road here if heading towards Leith Links – the traffic island helps with this.
- The road is quieter which makes it safer for people visiting Leith Links.
- Parents who had children at St Mary's Primary School also felt these streets are a bit safer as a result of the new traffic management measures.

I do feel my kids are safer at school and if they're at the park, or whatever. It makes me happy as a parent that it is safer, but as a driver I find it more frustrating. So, it's the whole catch-22 thing.

Female, parent

Easier to cross, definitely, and as was said, safer. Much safer. Yeah, you can easily walk across, as opposed to racing across. Especially if you're late or anything, it's so much easier right now.

Female, parent

I've never crossed over there since it's been done, but certainly I used to go further on and go down Elbe Street with the car... It's just channelling all the traffic down onto Commercial Street, and as we're saying, you've got lorries and everything going along there. It's just becoming more and more.

Male, accessibility needs

Views of measures – impact on how people use the area

- Respondents noted that the way they and others travel in Leith has been altered by the introduction of the measures.
- For those who travel by car, the main change has been that they have had to change the routes they use to drive through the area – leading to longer journeys and more traffic congestion on certain streets.
- For others, there was noted to be an increase in walking and cycling in the area.
- Some reported that there are more tourists in the area, which they mainly attributed to the opening of the tram line, but also felt community spaces might also be appealing. This has led to a wider proliferation of ‘hipster joints’ and craft beer pubs, which they enjoy having in the area.
- Suggested improvements:
 - Street art more obviously linked to Leith
 - More greenery in community spaces
 - Better looking planters – prefer wooden ones to metal

Certainly for me, down at The Shore, yeah, because there's obviously more foot traffic but much less actual physical traffic. But I can imagine for [people living elsewhere], it's probably increased the amount of traffic that you see in and around. So, I think where it's beneficial for some areas it's actually been detrimental to other areas, so it's about trying to find the balance where you're not making certain areas better but at the detriment of other areas.

Female, socially excluded

I definitely liked the point before about the murals for Leith. I think that's where it works best, where it fits in naturally with the community.

Male, parent

Views of trial measures



Views of trial measures

Salamander Place/Links Gardens

- Given the fact that buses do not use Links Place but pass between Salamander Place and Links Gardens, the general consensus was that it would be better if the westbound bus gate on Links Place was removed to reduce congestion on other roads.
- Even the parents group generally agreed they would like to see it restored to the previous junction layout without the bus gate; however, one or two respondents were concerned it might be confusing for parents and children to change it again and therefore potentially dangerous.

Tolbooth Wynd/Water Street

- Some felt Tolbooth Wynd is too narrow for two-way traffic and therefore it should be returned to one-way. Concern also that children use this area and two-way operation might be less safe.
- Awareness that this used to be used as a short cut and now cars are forced to U-turn and try and find their way back out to main roads – which is again causing more congestion.

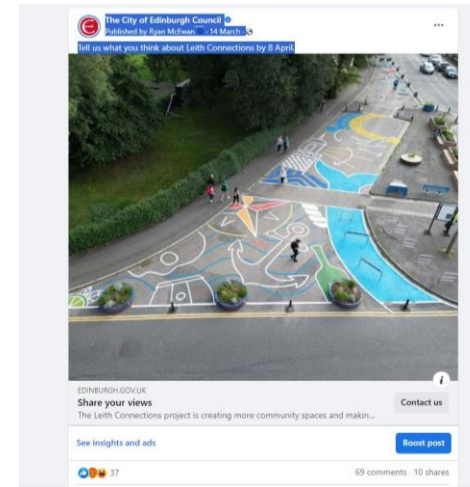
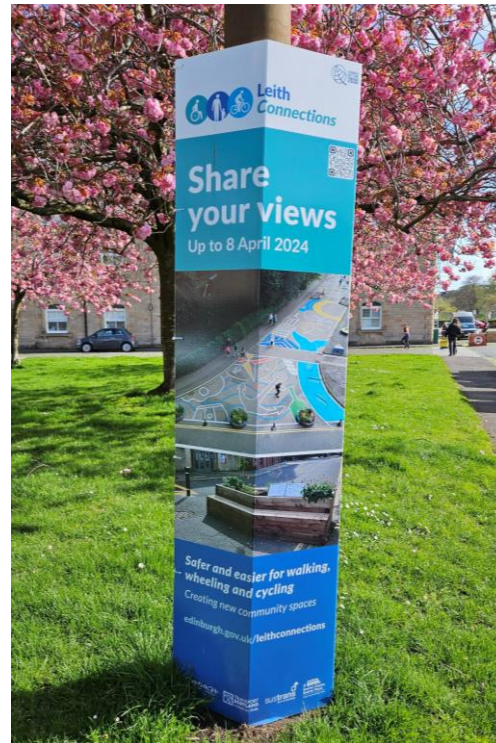
Wellington Place/John's Place

- Minority concern that the closure here is leading to more traffic around Leith Primary School, however, most felt fairly ambivalent towards this measure.

Contraflow cycling on one-way streets

- Most respondents felt the contraflow cycling was dangerous for both pedestrians and cyclists. Pedestrians expect it to be one-way for all vehicles and therefore don't look both ways when crossing; and for cyclists the roads are too narrow to safely pass motor vehicles coming in the opposite direction.

Communications





Leith Connections

Give us your feedback

Background

During 2023 we made changes in your area to create new community spaces and to improve streets to make them safer for all road users. Changes included community inspired artwork, new benches and planting, pavement bulbout areas around Leith Links to help pedestrians cross the street, dropped crossings and tactile paving and decelerating pavements to removing various raised signage and poles.

Alongside this we have put in place some trial measures to change how motor traffic moves through the area and reduce non-essential through traffic at:

- Tolbooth Wynd
- Wellington Place
- John's Place
- Links Place
- East Hermitage Place Hermitage Place

These trial changes to traffic movement and new pedestrian crossing points are part of a trial being carried out through an Experimental Traffic Regulation Order (ETRO). As part of the ETRO process, we must decide within 18 months on whether to make the changes permanent.

Community engagement

Since February 2024 we have engaged with residents and businesses to get feedback on the changes. In August 2024, the Council's Transport and Environment Committee agreed to go ahead with the trial.

We are monitoring a range of data to assess the scheme's impact. This includes measuring traffic, air and noise quality and real-time research surveys of residents, visitors and businesses.

How to share your views on the Experimental Traffic Regulation Order

We would like to hear your views before **8 April 2024** as part of the consultation process to decide if the trial measures should be made permanent. You can find out more about the Experimental Traffic Order and how to comment on our website www.edinburgh.gov.uk/leithconnections.

Help us shape our plans for Lindsay Road Bridge

Lindsay Road Bridge is a much-loved landmark and important part of Leith's local history. Until it had to close for due to health and safety concerns it provided a safe and convenient walking, wheeling and cycling route between North Foot Street and Newhaven. The Council and Business are now working on options for redeveloping the bridge, so we can bring it back into community use.

We will be working with the whole community to better understand everyone's needs and get your views on proposed designs. You can share your views at the website www.edinburgh.gov.uk/leithroadbridge.

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Communications

- Respondents were shown a variety of communications that have been distributed around Leith about the Leith Connections project – letter, lamppost wrap, social media posts, and information posters at Sandport Bridge.
- Similar to Wave 1, recall of the communications was generally low, although some respondents remembered seeing the lamppost wraps and a minority recognised the social media post.
- Some respondents talked about getting most of their local news and information from the ‘I love Leith’ Facebook group. One or two had seen discussions about the measures on this group.
- Respondents would like to be kept informed of any further developments in the Leith Connections project, especially advance warning of changes to traffic management.
- When asked what would be the best way to inform local people about the Leith Connections project, respondents suggested:
 - More obvious and eye-catching posters, e.g. billboards, bus backs
 - Letters in school bags
 - Social media posts using popular channels such as ‘I Love Leith’ groups
 - Stands at local markets

I tend to get most of my information from the I Love Leith Facebook page, because they seem to be quite accurate and up-to-date, and if I can just get it all in one place – rather than having to look at all different places – then I’m happy to just to do that.

Female, socially disadvantaged

I suppose there’s an element of, we all want to keep informed but we’re aware of the cost of it. How do you do it? Some of us will want internet, some of us are on social media, some of us will want hard post. It’s a difficult one, that.

Male, accessibility needs

Summary and conclusions

Summary and conclusions

There was a mixed response to the measures, generally split by car drivers versus non-drivers

People who don't drive in Leith tended to be more positive about the measures implemented and the improvements for pedestrians and cyclists, whereas drivers remain very frustrated with increased journey times and traffic congestion. It may take some time before drivers become used to new road measures and the initial detrimental impact to settle down.

Although the concept of community spaces was positively received, there was felt to be some work required to make the current spaces appealing to residents

Some spaces feel somewhat piecemeal and not well positioned or integrated into the area, while the quality of planters and street art was criticised. However, addressing these aspects, as well as the addition of more greenery, may encourage higher levels of usage.

Given the choice, most respondents would like at least some of the trial measures to be restored to previous layout

At this stage, few were able to say that these measures have had a positive impact and many were concerned about traffic displacement, as well as the safety of cycle route contraflows.

Recall of communications was again low

There was only very limited recall of communications from City of Edinburgh Council, and awareness of Leith Connections as an overarching project was also low. It would be beneficial to continue to communicate the objectives of Leith Connections to the local community to ensure future support for any further measures implemented.

Thank you

The logo for Progressive Partnership, featuring the word "progressive" in a lowercase, sans-serif font inside a solid olive-green circle.

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Appendix I - technical appendix

- The data was collected by focus group discussions.
- The target groups for this research study were: parents of P5-S1s, those with accessibility needs, and socially disadvantaged groups living in/near the Leith LTN area.
- In total, 3 group discussions were undertaken. A total of 22 respondents took part in the research.
- Fieldwork was undertaken between 9th and 14th May 2024.
- Respondents were recruited face to face by Progressive's skilled qualitative recruiters, via social media and through schools/community groups.
- Our Operations team manage recruitment to ensure quota controls were met and that the final sample reflected the requirements of the project.
- An incentive of £40 compensated respondents for their time.
- In total, 1 moderator was involved in the fieldwork for this project.
- Stimulus materials were used during the group discussions. These included maps and visualisations of the measures implemented in Leith.
- Each recruiter's work is validated as per the requirements of the international standard ISO 20252. Therefore, all respondents were subject to validation, either between recruitment and the date of the group discussion/depth interview, or on the day of the group discussion/depth interview. Validation involved respondents completing a short questionnaire asking pertinent profile questions and checking that they have not participated in similar research in the past 6 months.
- It should be noted that, due to the small sample sizes involved and the methods of respondent selection, qualitative research findings do not provide statistically robust data. This type of research does however, facilitate valid and extremely valuable consumer insight and understanding.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

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Appendix II - Stimulus